



## announcement



Pam Laycock

I am pleased to announce the appointment of Pamela Laycock to the newly created position of Chief Operating Officer for Torstar Digital and Star Media Group Digital.

In this role, Pam will report directly to me and will be responsible for ensuring the operational excellence and execution of the business plans and strategies for the various businesses within Torstar Digital and Star Media Group Digital. She will provide direct leadership to Toronto.com, the Publishing Technology group, the Marketing & Product Development teams at thestar.com, the Site Operations team and the PR, Marketing & Advertising groups at Torstar Digital. In addition, she will play a key role in the development of the broader Torstar Digital strategy and assume the lead operational board position for LiveDeal.ca and the Olive Canada Network.

Pam joins us from Harlequin Enterprises Ltd. where she has had extensive experience in both Digital and non-Digital businesses. She began her career at Harlequin in Retail Marketing and brand management, was then given responsibility for the start-up of eHarlequin.com. She then ran the Direct to Consumer business, followed by a move to the UK to run that Overseas market. Most recently she has been responsible for all of Harlequin's Digital development, strategy & acquisitions. She has an MBA from York University and an undergraduate Commerce degree from University of Toronto.

Please join me in welcoming Pam to Torstar Digital and Star Media Group and in wishing her much success in this new role.

Tomer Strolight  
President, Torstar Digital  
Vice President, Digital Media, Star Media Group